

Specific Service Signs / LOGO Program Recommendations

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Current Contract

Current 5 year contract expires June 30, 2010

Georgia Logos currently has annual contracts for individual businesses, and all of those contracts end each June 30th



Current Contract

Current Contractor: Georgia Logos

Current payment: \$3.251 million per year

	<u># Displayed</u>	<u>Annual Fee (per direction)</u>	<u>Contract Revenue</u>
Mainlines	5968	\$550	\$3,282,400
Ramps	5704	\$200	\$1,140,800
TOTAL		\$750	\$4,423,200

Department Recommendations

Re-bid program

5 year contract

Consider establishing a new fee structure



Department Recommendations

Use tiered pricing based on traffic counts:

Traffic Count (AADT)	Proposed rate (per direction)	Current # of Participants	Loss % Projected	Annual Contract Revenue
0-50,000	\$900	1,856	3	\$1,620,000
50,001-80,000	\$1,100	1,848	6	\$1,910,700
80,000+	\$1,300	2,264	9	\$2,683,000
TOTAL		5,968	(6.1)	\$6,213,900

Additional Contract Revenue = \$1,790,700

Department Recommendations

Add 24hr pharmacies to the contract

Add RV Friendly

Continue Attractions Category

Continue 10% refurbishment program



Department Recommendations

Allow Roll-Over Signing in the contract
(assuming adoption of the 2009 MUTCD)

Potentially allows room for additional 800
businesses and additional annual revenue



Department Recommendations

Recommend selection of Contractor based on Price and Experience as well as “value added services” (technical proposal, i.e. database)

Recommend allowing proposals to include options for full panels/waiting list (highest bidders are displayed)

Department Recommendations

Of 26 states reviewed that currently have privatized programs, with #1 being the most expensive, Georgia is currently #21 (@\$1500)

	Price Range		Average Price
1. Texas	\$7500-2100	1. Texas	\$4725
2. S. Carolina	\$5000-1800	2. New Jersey	\$4400
3. New Jersey	\$4800-4000	5. S. Carolina	\$3267
12. Maine	\$2400	12. Maine	\$2400
17. Virginia	\$2000-1600	17. Virginia	\$1800
21. Georgia	\$1500	21. Georgia	\$1500
23. Kentucky	\$1200-600	24. Kentucky	\$900
26. Tennessee	\$511	26. Tennessee	\$511

Department Recommendations

If the recommended rate changes are approved, Georgia would be #10 (@ \$2600) when ranking by the maximum price charged

Or Georgia would be #13 (@ \$2200) when ranking by the average price charged